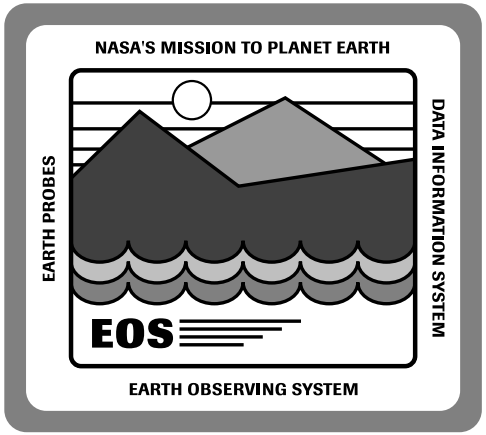
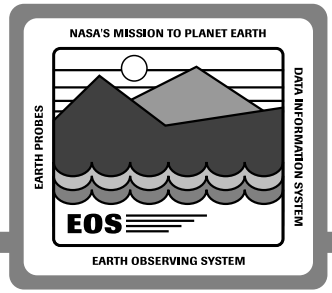


Demographics

Pitt Thome

13 - 14 December 1993

Demographics



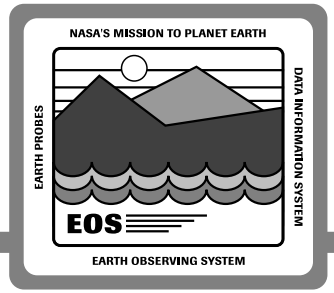
Purpose

- **Provide number of users for each matrix cell**
- **Provide information about the variability of the community**

Approach

- **Divided user population into sectors and components**
- **Used a variety of techniques including questionnaires, literature surveys and interviews**

Demographic Results to Date

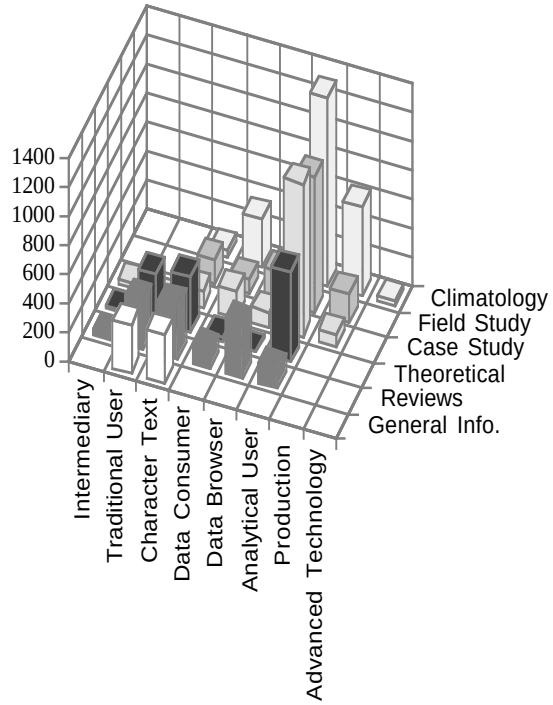


Number of people using EOSDIS products (U.S.) by 1998

	Current Estimate	Possibility
• Science		
- Earth	3,500-10,000	
- Social	?	5,000
• Federal Government	1,100-1,700	
• State	150-300	
• Commercial	100-200	
• Educational: Teachers	2,000-3,000	
Students		58,000-174,000
• Intermediaries		
- Libraries	?	6,000-12,000
- Education Suppliers	80-140	
- Other Suppliers	250 -350	
• Total	7,200-16,000	76,000-200,000

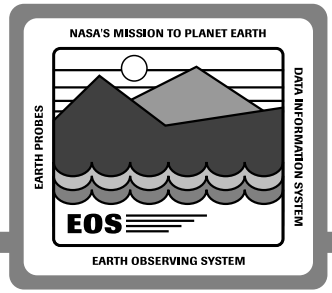
Preliminary Estimate - EOSDIS User Population

Preliminary Count of EOSDIS Users by User Matrix Element



Data Caveats:
*One high-use state (Ohio)
*16 responses out of 24 from Federal Govt
*U.S. Population only
*No social science data

Insights Gained



Customer Interface

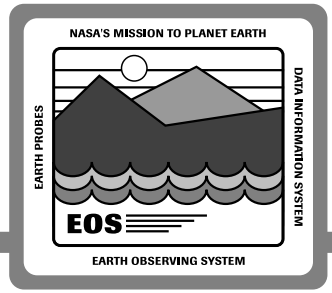
- **In five or so years, most members of all user communities will have at least PCs connected to Internet (or its successor) via cable**

- **Members of most user communities will continue to want to talk to knowledgeable user service personnel via telephone – especially as the number of data products and their complexity increases**

- **User service personnel can only be expected to answer questions about the data products in their own DAAC; even then, training is not a trivial matter, especially for a large number of data products with frequent changes**

- **A system designed to accept major credit cards (including for on-line deliveries) as well as establishment of credit accounts for major users would be of great convenience to all customers**

Insights Gained
(Continued)



Product Demand

- **The non Earth-science user communities will be primarily interested in Levels 2 & 3 data products and modeling results (L4)–very little need for on-line data manipulation**

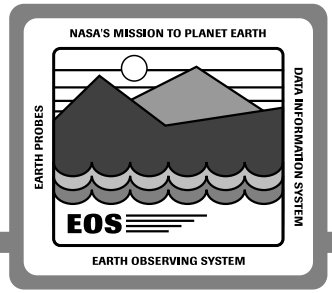
Elasticity of Demand

- **As the availability of higher level data products/modeling results increase, and as the cost of data products decreases, the size of the Intermediary Sector will decrease**

- **Price elasticity of demand will be high for many communities, especially the Education Sector**

- **Advertising the availability of specific products (i.e., via Internet bulletin boards) will increase demand significantly**

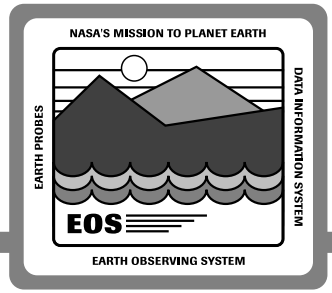
Insights Gained
(Continued)



General

- **There is some skepticism among the "old data-center personnel" that EOSDIS will ever evolve into a highly usable and responsive data service:**
  - **"no track record"**
  - **"only being designed to support the rather limited NASA community"**
  - **"However, it is the only new game in town and we hope to make use of EOSDIS developments"**

Future Plans



- **Post questionaires to Internet bulletin boards tailored for understanding: specific user groups, the demand patterns for current on-line databases, and price elasticity of demand**
- **Address the social science community with CIESIN, the National Agriculture Library, and by questionnaire via Internet bulletin boards**
- **Analyze needs of NGO's involved in policy making and the Policy Analysis Community: e.g., National Resource Defense Council, Commission on Global Environmental Change Information Policy, OSTP, ICF Kaiser**
- **Assess International and Foreign user communities by means of questionaires via Internet**